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Vietnam Fishing Rod Industry Research Report 2025-2034

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Abstracts

Fishing rods are an indispensable basic equipment in fishing activities and are widely used in recreational fishing, competitive fishing and some commercial fishing. Its main function is to help anglers cast bait, control fishing lines, sense fish signals and successfully pull fish out of the water. The basic structure of a fishing rod includes the rod body, wire ring, reel seat and handle. The rod body is usually made of carbon fiber or glass fiber to ensure good strength and toughness.

Modern fishing rods are mostly made of carbon fiber, glass fiber or a composite material of the two. Carbon fiber has the advantages of light weight, high strength and high sensitivity, and is suitable for the mid-to-high-end market; glass fiber is more suitable for beginners and heavy-duty operations due to its high toughness and durability. With the popularization of fishing sports and technological advances, fishing rods are also showing a trend of lightweight, high sensitivity, functional segmentation and environmental protection.

The fishing rod industry chain covers three core links: upstream raw material supply, midstream manufacturing and assembly, and downstream brand marketing and sales channels. According to CRI analysis, the upstream is mainly the supply of various raw materials and key components, including carbon fiber cloth, glass fiber, resin and coating, as well as hardware and plastic accessories such as guide rings, reel seats and grips.

The midstream is the core link of the industry chain, involving processes such as rod body molding, accessory assembly, spray printing and product testing. In this link, OEM and ODM models are more common, and many manufacturers are OEMs for internationally renowned brands. The downstream is composed of brand owners,

traders and sales channels. Sales channels include offline professional fishing tackle stores, outdoor goods stores and fishing clubs, as well as online e-commerce platforms and social media live broadcasts. Terminal consumers include leisure fishing enthusiasts, competitive anglers, etc.

The global market demand for fishing rods has shown a steady growth trend in recent years, mainly benefiting from the popularization of outdoor leisure culture, the development of sports fisheries and people's pursuit of a healthy lifestyle.

According to CRI analysis, fishing, as an activity to relax and get close to nature, is being accepted by more and more consumers, especially in mature markets such as Europe, the United States, Japan, and Australia, where fishing has long become a popular outdoor leisure method. At the same time, the number of fishing people in emerging markets such as Asia and Latin America is also growing rapidly, bringing new growth points to the global demand for fishing rods. The Vietnamese fishing rod market is not large, but it is showing a rapid growth trend.

According to CRI analysis, North America and Europe are the main markets for global fishing supplies consumption, while the Asia-Pacific region has become one of the fastest growing regions due to its large population base and abundant water resources. In particular, in countries such as China, Vietnam, India and Indonesia, as residents' incomes increase and leisure culture changes, fishing activities are becoming increasingly active, and consumption potential is huge. In addition, the rise of e-commerce platforms and the improvement of logistics systems have also made the global sales of fishing rods more convenient, driving the rapid penetration of brands and products into markets around the world.

The market demand for fishing rods in Vietnam has continued to grow in recent years, showing a relatively active development trend. According to CRI analysis, this trend is mainly due to Vietnam's abundant water resources, growing demand for leisure and entertainment, and the gradual popularization of fishing culture in the local area. As a country with a long coastline and dense rivers and lakes, Vietnam provides a good natural environment for fishing activities. In recent years, leisure fishing as a lifestyle is being accepted by more and more middle-class Vietnamese and young people, especially in urban areas and tourist areas, where fishing has become a new choice for relaxation and leisure. This has also largely driven the increase in demand for fishing equipment in the Vietnamese market.

The production of fishing rods in Vietnam has gradually developed in recent years,

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forming a manufacturing system of initial scale. According to CRI analysis, although Vietnam's fishing rod production started later than traditional fishing tackle manufacturing powers such as China, Japan, and South Korea, Vietnam has gradually become one of the potential fishing rod processing and export bases in the region with its labor cost advantages, superior geographical location, and government support for the manufacturing industry.

There are a limited number of local fishing rod manufacturers in Vietnam, and most of them are small and medium-sized in scale, but some companies have export capabilities and can produce common products including carbon rods and fiberglass rods. In addition, some foreign-funded enterprises have begun to set up factories in Vietnam, using local low-cost labor for assembly or outsourcing some processes. Overall, Vietnam's fishing rod production is in a growth stage and has certain export potential and cost advantages.

CRI predicts that with the increase in global demand for fishing gear and the gradual maturity of the Vietnamese domestic market, Vietnam is expected to become one of the important fishing gear manufacturing and export bases in Southeast Asia in the future. CRI recommends that global fishing rod manufacturers and related investment companies conduct timely research on the Vietnamese market and prepare for the layout of the Vietnamese fishing rod market. CRI's Shanghai, China and Hanoi, Vietnam offices will help foreign companies enter the Vietnamese fishing rod market.

Topics covered:

Overview of the Fishing Rod Industry in Vietnam

The Economic and Policy Environment of Fishing Rod Industry in Vietnam

The Market Size of Fishing Rod Industry in Vietnam (2025-2034)

Analysis of Major Fishing Rod Industry Manufacturers in Vietnam

Main Driving Forces and Market Opportunities of Fishing Rod Industry in Vietnam

What are the main driving forces, challenges and opportunities of Fishing Rod industry in Vietnam during the forecast period of 2025-2034?

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Which companies are the main players in Vietnam's Fishing Rod industry market and what are their competitive advantages?

What is the expected revenue of Vietnam's Fishing Rod industry market during the forecast period of 2025-2034?

Which part of Vietnam's Fishing Rod industry market is expected to dominate the market in 2034?

What are the main disadvantages facing Vietnam's Fishing Rod industry?

How can foreign capital enter Vietnam's Fishing Rod industry?

Products Mentioned

Fishing gear, fishing rod, basic fishing equipment, fishing sports,fishing pole,outdoor sports equipment

Companies Mentioned

Hearty Rise VN Co., Ltd
Fides Fishing
Phuc Loc Fishing

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